

Abstract

Title: Popularity of e-sports among Prague's youth

Objectives: The main objective of this thesis is to determine popularity of e-sports among Prague's youth and the associated marketing potential of this industry. The thesis also tests the depth of knowledge, so that it is possible to create an overall opinion on the current state of e-sports among Prague's youth.

Methods: The method used in this thesis is marketing research. Due to the lack of secondary data it was necessary to obtain primary data. The research was conducted using an electronic questioning. The questionnaire was created specifically for the purposes of this thesis.

Results: The results of this research revealed that Prague's youth has quite a wide knowledge about e-sports and that some of them are even dedicated to it, whether actively as players or passively as spectators. It was also found out that Prague's youth think it would gain e-sports more attention if media were showing more support to it.

Keywords: marketing research, computer games, questioning